

# SELLER'S GUIDE



JENNIFER BELL HUGHES

Dedicated to delivering  
**SUCCESSFUL RESULTS**  
*with Exceptional Service.*

Benchmark  
REALTY<sub>LLC</sub>

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My family and I have lived in the Nashville area for many years. We are happily settled and couldn't imagine calling anywhere else home. We enjoy the city's many diverse neighborhoods, the fabulous outdoor activities, the climate, and the sweet and relaxed Southern charm. The secret is out – Middle Tennessee is THE place to be! So many people have visited our fine city and fallen in love. I enjoy showing off this beautiful town and its abundant Real Estate Opportunities.

I believe my greatest strengths are in my attention to detail, my constant communication with clients, and my willingness to go above and beyond in order to earn your business and referrals for life. With so much information readily available online, the following is how I can add value to your real estate transaction and truly be your advocate in the most significant purchase or sale you will ever make:

- Full-time, Experienced Realtor
- Accredited Staging Professional
- Insider Industry Leads
- Contract Expertise
- Local Neighborhood/School Information
- Knowledge of Market Conditions
- Affiliations and Networking
- Integrity and Honesty
- Step by Step Guidance from Contract to Close
- Professional Negotiator
- Trusted Advisor and Advocate
- Responsive and Accessible

If you are considering buying or selling a home, it would be my pleasure to assist you!

All my best,

*Jennifer Bell Hughes*

Realtor®

Member, National Association of Realtors

Member, Tennessee Association of Realtors

Member, Greater Nashville Association of Realtors

Bay Group Member, Certified Situational Sales Negotiation Expert

ASP, Accredited Staging Professional

IASP, International Accredited Home Staging Professional

RCS-D™ | Real Estate Collaboration Specialist – Divorce™

B.S., University of North Carolina at Greensboro





# The to selling.



## The Key to Selling

**IF YOU ARE LOOKING TO SELL YOUR HOME, I AM NOT ONE OF THOSE REALTORS THAT JUST STICK A SIGN IN THE YARD AND A PRICE TAG ON YOUR HOME.**

I go the extra mile. I will become your Partner and **BEST ADVOCATE** in selling your home. I have an honest and direct approach with my clients and the people I work with. Real Estate dealings are both business and emotional decisions and sometimes, can sometimes, the largest investment a family will ever make. I take those decisions seriously and provide the best support for my clients.

**MARKETING** your home is key and involves so many aspects. As an **ACCREDITED STAGING PROFESSIONAL®**, I provide free staging consultations for my clients. I make sure that your home looks the best on the market. This is just one level of marketing your home that I will achieve. You can reference the list of what goes into marketing your home in my Listing Presentation linked below.

**NEGOTIATING** the best price for your home is one of the most serious parts of my job. I have been trained in Situational Sales Negotiation and use these skills daily. I will put more time into analyzing the area market to make sure we price your home properly and ultimately selling your home at maximum market value.

**COMMUNICATION** is yet another key component in making any Real Estate transaction successful. After we have properly marketed your home, received an offer, negotiated terms and have a signed contract, my job as a Realtor comes into full swing. Contract timelines, inspections, appraisals, and repairs are just a few details that are specific and have to be properly managed. I will oversee these items for you and have a team that will assist to ensure proper compliance.

**WHEN YOU DECIDE TO PARTNER WITH ME, WE WILL SET GOALS, MAKE A PLAN, AND STAY THE COURSE TO GET THE JOB DONE RIGHT AND ON TIME!**

Jennifer Bell Hughes is a real estate professional with Benchmark Realty, LLC in Brentwood, Tennessee. She is passionate about real estate, design, and sales. She has worked alongside some of the the top agents over the past few years. Her dedication has proven to her colleagues as well as her clients that she is an outstanding and professional Realtor. Her experience and past sales training has led her to where she is today – one of the top Affiliate Brokers in Middle Tennessee.

Holding a certificate in Situational Sales Negotiation, Jennifer is an excellent intermediary. She is an Accredited Staging Professional® and a member of the Greater Nashville Association of REALTORS®. She is always networking and stays on top of today's fast moving real estate trends.

Jennifer's goal is to make the process of selling your home as smooth as possible. She will listen to your requests and work through any concerns to help you achieve your real estate goals.

## AFFILIATIONS

Member of Greater Nashville Association of REALTORS®  
Member of Tennessee Association of REALTORS®  
Member of National Association of REALTORS®  
Accredited Staging Professional®  
International Association of Home Staging Professionals®  
RCS-D™ | Real Estate Collaboration Specialist – Divorce™



## Pledge of Performance

- Area Orientation Tour
- Comparable Market Analysis
- Multiple Listing Service
- Listing Syndication
- Ongoing Communication
- Professional Photography
- Professional Marketing Services
- Professional Staging Services
- Interior Design Services
- Mortgage and Title Services
- New Construction Expertise
- Custom Builder Relationships
- Relocation Counseling
- Temporary Living Assistance
- Cost of Living Reports
- City Cost of Living Comparison Analysis
- Vendor List

## MY PLEDGE *of Service to You*

I will work for you as your full-time Professional Realtor®. My goal is to sell your home for the highest possible price, in the shortest amount of time, with the least inconvenience to you. I will use my experience and expertise to make this a smooth and pleasant transaction.

I will formulate a plan designed to translate what you WANT into what you RECEIVE.

I am confident in my abilities and commitment to service to find your next home.

*Jennifer Bell Hughes*



## Factors Influencing the Sale of Your Home





## Services and Marketing

Complex marketing analysis and strategic pricing

Staging consultations

Dotloop paperless online transaction management system

Transaction Coordinator

Marketing Team

Professional photography

Professional virtual tour

Full-color brochures

Extensive network of high-producing area REALTORS®

Coming Soon email blast and social media networking sites

Prominently placed yard signs

Secure Lock Box on Property

Agent and/or Public Open House

Multiple Listing Service (MLS) online advertisement with description

Professionally-staffed appointment center

Online listing syndication

Continued marketing through networking, events, social media and email

Regular status reports

Optional home warranty coverage during the listing period

Continued support through the entire process of selling your home

Experienced contract negotiation



## Preparing for the Inspection

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|---|---|
| <ul style="list-style-type: none"> <li><input type="checkbox"/> Remove soil or mulch from contact with siding. Six (6) or more inches of clearance is preferred.</li> <li><input type="checkbox"/> Clean out dirty gutters and debris from roof.</li> <li><input type="checkbox"/> Divert all water away from the house; i.e. down-spouts, sump pump, condensation drains and the like. Grade should slope away from the structure. Clean out basement entry drains.</li> <li><input type="checkbox"/> Trim trees, roots and bushes back from the foundation, roof, siding, and chimney.</li> <li><input type="checkbox"/> Paint all weathered exterior wood and caulk around the trim, chimney, windows, and doors.</li> <li><input type="checkbox"/> Seal asphalt driveways, if cracking.</li> <li><input type="checkbox"/> Seal or point masonry chimney caps. Install metal flue cap.</li> <li><input type="checkbox"/> Clean or replace HVAC filter. Clean dirty air returns and plenum. Have your HVAC system serviced to ensure proper operating condition.</li> <li><input type="checkbox"/> Point up any failing mortar joints in brick or block.</li> <li><input type="checkbox"/> Test all smoke detectors to ensure they are in safe working condition.</li> <li><input type="checkbox"/> Have the chimney, fireplace or wood stove cleaned and provide the buyer with a copy of the cleaning record.</li> <li><input type="checkbox"/> Seal masonry walls in the basement.</li> <li><input type="checkbox"/> Don't do quick, cheap repairs. You may raise questions that will unnecessarily cause great concern to buyers and inspectors.</li> <li><input type="checkbox"/> Ensure that all doors and windows are in proper operating condition, including repairing or replacing any cracked windowpanes.</li> <li><input type="checkbox"/> Update attic ventilation if none is present.</li> </ul> | <ul style="list-style-type: none"> <li><input type="checkbox"/> Install GFCI receptacles near all water sources. Test all present GFCI receptacles for proper operation.</li> <li><input type="checkbox"/> Ensure that all plumbing fixtures (toilet, tub, shower, and sinks) are in proper working conditions. Check for and fix any leaks.</li> <li><input type="checkbox"/> Caulk around fixtures if necessary.</li> <li><input type="checkbox"/> Check sump pump for proper operation.</li> <li><input type="checkbox"/> Replace any burned out light bulbs.</li> <li><input type="checkbox"/> Remove rotting wood and/or firewood from contact with the house.</li> <li><input type="checkbox"/> Ensure that proper grading is followed under a deck.</li> <li><input type="checkbox"/> Caulk all exterior wall penetrations.</li> <li><input type="checkbox"/> Check to ensure that the crawl space is dry and install a proper vapor barrier if necessary. Remove any visible moisture from a crawl space. Moisture levels in wood should be below 18% to deter rot and mildew.</li> <li><input type="checkbox"/> Check that bath vents are properly vented and in working condition.</li> <li><input type="checkbox"/> Remove paints, solvents, gas, and similar materials from crawl space, basement, attic, porch, and so forth.</li> <li><input type="checkbox"/> If windows are at or below grade, install window wells and covers.</li> <li><input type="checkbox"/> Have clear access to attic, crawl space, heating system, garage and other areas that will need to be inspected.</li> <li><input type="checkbox"/> If the house is vacant, make sure that all utilities are turned on, including water, electric, water heater, furnace and air conditioning.</li> </ul> |
|---|---|



## Homework Checklist | Part A

Please indicate the providers for the following utilities or services where applicable.

Utility	Provider	Phone	Average Monthly Amt
ELECTRICITY			
GAS			
WATER/SEWER			
SEPTIC SERVICE			
CABLE			
TELEPHONE			
TRASH PICK-UP			
PEST CONTROL			
SECURITY SYSTEM			

If you have lived in your home at least one year, the utility company will provide you with an average monthly amount.



## Homework Checklist | Part B

NAME: \_\_\_\_\_ ADDRESS: \_\_\_\_\_

- ☐ Completed property condition disclosure statement
- ☐ Completed lead-based paint disclosure statement (homes built prior to 1978 only)
- ☐ Two Keys: One for the Multi-lock box and one for our office file

### COPIES OR ORIGINALS OF THE FOLLOWING:

- ☐ Original Warranty Deed ☐ Survey or Plat
- ☐ Appraisal and Floor Plan (if available) ☐ Original Title Insurance Policy
- ☐ Most Recent Property Tax Amount
- ☐ Utility Information (for previous 12 consecutive months)
- ☐ Home Warranty Information (if current and transferable)
- ☐ Covenants, Restrictions & By-Laws Governing Neighborhood (if applicable)

### LOAN INFORMATION:

- ☐ First Mortgage: \_\_\_\_\_ Acct # \_\_\_\_\_  
Lenders Name: \_\_\_\_\_ Phone # \_\_\_\_\_
- ☐ Second Mortgage: \_\_\_\_\_ Acct # \_\_\_\_\_  
Lenders Name: \_\_\_\_\_ Phone # \_\_\_\_\_
- ☐ Line of Credit/Equity Loan: \_\_\_\_\_ Acct # \_\_\_\_\_  
Lenders Name: \_\_\_\_\_ Phone # \_\_\_\_\_

### SECURITY SYSTEM:

- ☐ Monitored by: \_\_\_\_\_  
Phone # \_\_\_\_\_ Entry Code: \_\_\_\_\_ Transfer Fees: \_\_\_\_\_

### HOMEOWNER'S ASSOCIATION INFORMATION:

- ☐ Management Company: \_\_\_\_\_ Contact Person: \_\_\_\_\_  
Phone # \_\_\_\_\_ Monthly Fees: \_\_\_\_\_ Transfer Fees: \_\_\_\_\_

(BE PREPARED TO PASS ALONG KEYS, SPECIAL PASSES AND OTHER HELPFUL INFORMATION AT CLOSING)

### PEST CONTROL CONTRACT:

- ☐ Company: \_\_\_\_\_ Acct # \_\_\_\_\_  
Phone # \_\_\_\_\_

### FLOOD INSURANCE:

- ☐ Company: \_\_\_\_\_ Acct # \_\_\_\_\_  
Phone # \_\_\_\_\_

### YARD MAINTENANCE SERVICE/CONTRACT:

- ☐ Company: \_\_\_\_\_ Acct # \_\_\_\_\_  
Phone # \_\_\_\_\_

## Homework Checklist | Part C

TRASH SERVICE/CONTRACT:

Pick-up Day(s): \_\_\_\_\_

☐ Company: \_\_\_\_\_ Phone # \_\_\_\_\_

Do Garbage Containers Convey? ☐ Yes ☐ No

Does Mailbox Convey? ☐ Yes ☐ No

Items that DO Convey with the Sale:

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Items that DO NOT Convey with the Sale:

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List of Improvements, Additions, Repairs or Replacements which have been made since purchase, including New Roof, Furnace, Air Conditioner, Rewiring, Plumbing, etc. (Include Dates):

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List 10 features your family has enjoyed about this home and neighborhood:

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Are You Aware of Any Referral Fees involved with this Sale? ☐ Yes ☐ No

Agent: \_\_\_\_\_ Phone # \_\_\_\_\_

Names of Others Living in the House:

Name(s) & Breed(s) of Pets:

_____	_____
_____	_____
_____	_____

How Do You Want to be Contacted?

Primary # \_\_\_\_\_

Secondary # \_\_\_\_\_



## FOR MY CLIENTS

### I OFFER A COMPLIMENTARY HOME STAGING CONSULTATION FOR ALL MY CLIENTS.

As part of my full-service, client focused philosophy, I offer complimentary home staging to all of my clients! The goal of staging your home is to help it sell faster and for top dollar by exposing it to the greatest number of potential buyers. Homes that are staged tend to sell 80% faster than those that are not, and for more money!



**95%**  
of ASP® Staged  
homes sell on  
average in 11 days or  
less and sell for  
17% more.

**BELL HUGHES**  
HOMES